|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **POSITION TITLE** | **Digital Insights Analyst** | | | | | | | | | | |
| **FUNCTION** | Digital & Data | | | | **DEPARTMENT** | | | Online | | | |
| **REPORTS TO** | Digital Analytics Lead | | | | **KEY STAKEHOLDERS** | | | Internal: Product Managers, Product Leads, Product Designers, Digital Analysts, Business Analysts, eCommerce Managers, Front end, Back End developers, Digital Marketing, Head of DCX and Finance | | | |
| External: Agencies | | | |
| **DIRECT REPORTS** | N/A | | | | | | | | | | |
| **POSITION PURPOSE** | In alignment with the Myer customer first strategy, collaborate with the Digital Experience team to define, develop and drive features and initiatives that elevate the customer experience. Foster strong relationships with key stakeholders built on trust and transparency, ensuring rigorous measurement and continuous optimisation of initiatives across the roadmap to improve customer experiences. | | | | | | | | | | |
| **KEY RESPONSIBILITIES** | Stakeholder Engagement   * Work closely with and support internal Digital Experience stakeholders, including product, eCommerce, Finance and IT teams * Liaise with stakeholders to gather business requirements and share performance insights * Collaborate with our external data agencies to ensure timely delivery of tactical and strategic requirements * Communicate relevant information to stakeholders across the business   Strategic Guidance   * Collaborate with product teams on data modelling and value estimation for prioritisation * Contribute to the development of strategic business cases * Support the uplift of the measurement framework and program reporting   Digital Reporting, Analysis and BAU   * Translate business requirements into pre and post feature analysis * Create comprehensive dashboards and reports * Conduct in-depth root cause analysis to identify areas for improvement * Coordinate and help manage the external agency pipeline * Define success metrics and monitor program metrics * Assist with troubleshooting, testing and validation of tracking setup in Google Tag Manager and Google Analytics * Maintain tag management and tracking documentation * Provide analytical support to a range of teams   Support Business Improvement and Governance   * Enhance end-to-end processes for the analytics area * Ensure data accuracy and ongoing maintenance * Collaborate with external agencies to drive efficiency and innovation * Contribute to the maturity and readiness of our digital analytics capabilities and roadmap | | | | | | | | | | |
| **ROLE SPECIFIC SKILLS & EXPERIENCE** | 1. Minimum 2 years of experience as a Digital Analyst, or similar role 2. Proven track record in supporting digital channels in a fast-paced eCommerce environment with strong customer focus and stakeholder management skills 3. Advanced analytical skills in Google Analytics 360 and similar tools 4. Ability to transform raw data into actionable insights 5. Proficiency in data visualisation tools such as Looker Studio, Microstrategy, Power BI or Tableau 6. Experience with web tracking technologies and implementation. Understanding of data layers, tag implementation, debugging and deployment of tags via tools such as Google Tag Manager, preferred. 7. Experience defining and briefing development teams with data layer and digital analytics requirements 8. Demonstrated ability to work autonomously and proactively solve problems 9. Collaborative style, able to engage with a diverse range of stakeholder to meet targets, balancing commercial and customer needs 10. Proficiency in data manipulation, querying (e.g. Big Query) and analysis using SQL, Excel, or other relevant tools. Familiarity with data integration and data warehouse technologies is a plus | | | | | | | | | | |
| **KEY METRICS** | * Conversion rate * Level of automation | | | | | * Shopping funnel behavioural performance * Reporting quality * Stakeholder feedback | | | | | |
| **CAPABILITES** | | | | | | | | | | | |
| Accountability & Results Focus | | Plans effectively and takes accountability for behaviour and results. Delivers on expectations in the right way at the right time | | | | | | | | | Intermediate |
| Change Agility & Resilience | | Maintains composure and focus under pressure and quickly adapts to change | | | | | | | | | Intermediate |
| Leadership | | Provides direction and purpose, and empowers, motivates and inspires others to achieve their potential | | | | | | | | | Intermediate |
| Customer Centricity | | Has the customer at the forefront of every decision and action | | | | | | | | | Intermediate |
| Communicating with Influence | | Engages and inspires others through clear and persuasive communication | | | | | | | | | Intermediate |
| Collaboration | | Builds and maintains positive relationships to drive results that delight the customer | | | | | | | | | Intermediate |
| Entrepreneurial Thinking | | Actively seeks out ways to take advantage of emerging opportunities | | | | | | | | | Intermediate |
| **PERSONAL CHARACTERISTICS** | | | | | | | | | | | |
| *The specific personal characteristics and qualities needed to be successful in the role* | | | | | | | | | | | |
| * Inquisitive | | | | * Team player | | | | | * Calm under pressure | | |
| * Detail orientated * Confident | | | | * Positive & energetic * Self-motivated | | | | | * Flexible * Quick learner | | |
|  | | | |  | | | | |  | | |
| **SAFETY AND COMPLIANCE AT MYER** | | | | | | | | | | | |
| **SAFETY COMMITTMENTS** | | All Myer Pty Ltd and Warehouse Solutions Pty Ltd team members are responsible for:   1. Clearly understanding and complying with their safety related responsibilities as defined in the “SAFETY AT MYER – Shared Responsibilities Statement” located in the online induction program, Team Member Handbook and the Safety intranet site. 2. Ensuring personal (and wider team – fully briefed & coached) compliance with internal company policies, procedures and codes (e.g. Code of Conduct), and all applicable external laws, regulations, standards and industry codes (e.g. fair trading laws) | | | | | | | | | |
| **OUR VALUES DRIVE OUR BEHAVIOUR** | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **APPROVAL** | | | | | | | | | | | |
| APPROVED BY | | | Head of Digital Customer Experience | | | | REVIEW DATE | | | 26/06/2024 | |
| The requirements and responsibilities contained in this position description do not create a contract of employment and are not meant to be all-inclusive. They may be changed during employment on an as-needed basis. | | | | | | | | | | | |